

~~Rev A~~ Ver 2

#52428 → \$34,150

From: Jacobs, Sarah
Sent: Thursday, September 06, 2012 10:30 AM
To: Dienger, Whitney
Subject: Fwd: N/A's WKRC Mandel - URGENT

Sarah Jacobs
Local Sales Manager
WKRC Local 12 Cincinnati
513/763-5672

Begin forwarded message:

From: Whitney Eversole <WEversole@strategicmediaplacement.com>
Date: September 6, 2012 10:12:18 AM EDT
To: "Jacobs, Sarah" <SJacobs@local12.com>
Subject: RE: N/A's WKRC Mandel - URGENT

Ok, thanks..... who watched tennis anyways?

From: Jacobs, Sarah [<mailto:SJacobs@local12.com>]
Sent: Thursday, September 06, 2012 10:06 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: N/A's WKRC Mandel - URGENT

N/A due to US Open Coverage (sorry I didn't catch upon entry)

9/3 - 5-530pm @\$1200 52428-7
9/7 - 4-430pm set of bookends at 150 each
9/7 - 430-5p set of bookends at 150 each
9/7 - 5-530pm set of bookends at 175 each
9/7 - 530-6pm @\$400
Total N/A \$2550

MKGD

9/7 - Noon News \$500 (bookends at \$250 each) p3 52428-7
9/7 - 730-8pm \$250 (bookends at \$125 each) p4
9/7 10-11pm Blue Bloods \$800 (bookends at \$400 each) p4
9/9 Sixty Minutes \$800 (bookends at \$400 each) p4
9/10 - 6-7a \$200 (Bookends at \$100 each) p4

Total \$2550

Please reply to all with acceptance as soon as you can. My Whitney will input
mkgd.
Thanks!
SAJ

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati

#52428

ORDER



Orders	Order / Rev:	52428
	Alt Order #:	
	Product Desc:	
	Estimate:	2635
	Flight Dates:	08/28/12 - 09/07/12
	Original Date / Rev:	08/27/12 / 09/06/12
	Order Type:	GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Primary AE:
Sales Office:
Sales Region:

Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
	7669 Stagers Loop	
	Delaware, OH 43015	

Cash
Broadcast
EOM/EOC
15%

Billing Type:
Billing Calendar:
Billing Cycle:
Agency Commission:

Advertiser	Name:	Josh Mandel fo OHio US Senate
	Demographic:	HH
	Product Codes:	US Senate
	Priority:	P-2
	Revenue Codes:	AGY, POL-CAND, GEN

00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/07/12	33	\$34,150.00	\$29,027.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$34,150.00	\$29,027.50	0.00
Totals	33	\$34,150.00	\$29,027.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	34%	\$34,150.00
Market	100%	\$100,441.18

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	33%	\$33,145.59
WLWT	11%	\$11,048.53
WSTR	0%	\$0.00
WXIX	22%	\$22,097.06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	08/28/12	09/03/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	1-111--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	--111--	3	\$800.00	0.00								
		Week: 09/03/12	09/09/12	1-----	1	\$800.00	0.00								
N 2	WKRC	08/28/12	09/03/12	CBS This Morning	CM	7:00 AM-8:00 AM	11-1----	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
				CBS Morning News		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	-1-1----	2	\$400.00	0.00								
		Week: 09/03/12	09/09/12	1-----	1	\$400.00	0.00								
N 3	WKRC	08/28/12	09/03/12	6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
				6a-8a Local 12 News Sat		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

Order / Rev: 52428

Advertiser: Josh Mandel fo Ohio US Senate

Alt Order #:

Product Desc:

Local 12 WKRC-TV

Flight Dates: 08/28/12 - 09/07/12

Estimate: 2635

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	08/28/12	09/03/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----1-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	-----1-	1	\$450.00	0.00								
		Week: 09/03/12	09/09/12	-----	0	\$450.00	0.00								
N 4	WKRC	08/28/12	09/03/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	--1-1--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	--1-1--	2	\$350.00	0.00								
		Week: 09/03/12	09/09/12	-----	0	\$350.00	0.00								
N 5	WKRC	08/28/12	08/30/12	Soap Rotator Soap Rotator	CM	1230p-2p	-1-1---	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	-1-1---	2	\$850.00	0.00								
N 6	WKRC	09/02/12	09/02/12	CBS Sun Morning CBS Sun Morn News	CM	10:00 AM-10:30 AM (10:00 AM-10:30 AM)	-----1	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	-----1	1	\$1,100.00	0.00								
N 7	WKRC	08/28/12	09/03/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	1111---	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	-111---	3	\$1,200.00	0.00								
		Week: 09/03/12	09/09/12	1-----	1	\$1,200.00	0.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		4	WKRC	09/03/12-09/09/12	5p Local 12 News at Five	5:00 PM-5:30 PM	PM-5:30 PM	:30	\$1,200.00	0.00	NM				
		See MG 7.5													
		[Program Change -No Return]													
		5	WKRC	09/07/12-09/07/12	Local 12 News at Noon	12p-1230p		-----F-----	:15	\$500.00	0.00	BK			
		MG for 7.4 09/03													
		[Approved by Buyer]													
N 8	WKRC	08/28/12	08/31/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	-11-1--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	-11-1--	3	\$1,400.00	0.00								
N 9	WKRC	08/28/12	09/03/12	6p Local 12 News at Six 6p Local 12 News at Six	CM	6p-630p	11111--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	-1111--	4	\$1,500.00	0.00								
		Week: 09/03/12	09/09/12	1-----	1	\$1,500.00	0.00								
N 10	WKRC	09/01/12	09/01/12	6pm Local 12 News Sat 6pm Local 12 News Sat	CM	6p-630p	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	-----1-	1	\$400.00	0.00								
N 11	WKRC	08/28/12	09/03/12	11p M-F Local 12 News 11p M-F Local 12 News 11	CM	11p-1135p	11111--	:30	5	\$1,700.00	P-3	0.00	NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	-1111--	4	\$1,700.00	0.00								
		Week: 09/03/12	09/09/12	1-----	1	\$1,700.00	0.00								
N 12	WKRC	08/30/12	09/03/12	Letterman Letterman	CM	1135p-1235a	1--1---	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/27/12	09/02/12	---1---	1	\$550.00	0.00								
		Week: 09/03/12	09/09/12	1-----	1	\$550.00	0.00								
Totals														33	\$34,150.00

under \$7000